

Notice of Federal Funds Availability

Overview

Federal Agency Name: Corporation for National and Community Service
Funding Opportunity Title: President's Volunteer Service Award Program
Announcement Type: Initial Notice of Federal Funds Availability
Catalog of Federal Domestic Assistance (CFDA) Number: 94.007

Dates: Applications are due on Tuesday, August 23, 2011 by 5:00 p.m. Eastern Time. Successful applicants will be notified by mid- September, 2011.

Overview: This Notice of Federal Funds Availability (Notice) announces the availability of funding for the start-up and initial inventory for the President's Volunteer Service Award (PVSA) Program and the intention of the Corporation for National and Community Service to form a cooperative agreement with an organization to provide administrative and technical support for the PVSA. The program is consistent with the Presidential Awards for Service and President's Call to Service as authorized by the National and Community Service Act of 1990 as amended by the Edward M. Kennedy Serve America Act of 2009 (42 U.S.C. 12653a).

The President's Volunteer Service Award program began in 2003 to encourage and reward America's proud tradition of volunteer service. The PVSA recognizes the valuable contributions volunteers are making in our communities and encourages more people to serve.

Now more than ever, we need volunteers to continue their commitment to helping others and to making our communities and our nation stronger. This Presidential award program is a way to thank and honor Americans who, by their demonstrated commitment and example, inspire others to engage in volunteer service. Recognizing and honoring volunteers sets a standard for service, encourages a sustained commitment to civic participation, and inspires others to make service a central part of their lives.

The President's Volunteer Service Award recognizes individuals, families, and groups that have achieved a certain standard – measured by the number of hours of service over a 12-month period or cumulative hours earned over the course of a lifetime. To learn more about the current program including the award packages based on hours of service, visit:

<http://www.presidentialserviceawards.gov/tg/pvsainfo/dspAboutAwards.cfm>

Since the program began, an average of 135,000 awards has been distributed each year through almost 6,000 orders.

The PVSA is administered under authority of the National and Community Service Act of 1990, as amended by the Edward M. Kennedy Serve America Act of 2009 (42 U.S.C. 12653a) by the Corporation for National and Community Service (the Corporation), whose mission is to improve lives, strengthen communities, and foster civic engagement through service and volunteering. As the nation's largest grant maker for service and volunteering, the Corporation builds the capacity of America's nonprofit sector by expanding the reach and impact of volunteers to address pressing social problems. Through this awards program, the Corporation

seeks to honor those individuals and groups that dedicate significant time in service to others and, in so doing, encourage others to serve.

Through a cooperative agreement awarded in this competition, we aim to increase the numbers of individuals and organizations that qualify for the award based on the numbers of hours served in a year and ultimately increase the numbers of individuals who are effectively serving in their communities. Research suggests that effective volunteer management is key to sustained volunteering and that recognition is one piece of effective volunteer management.

The successful applicant will work with the Corporation to market, administer and expand participation in the President's Volunteer Service Award's program. The successful organization should demonstrate the knowledge and ability to market the PVSA in a way that is respectful of a presidential award, is culturally competent, reinforces good volunteer management practices, and reflects the values of promoting effective service.

In accordance with the Obama Administration's emphasis on open government, the Corporation has moved toward greater openness and transparency in grant making. This Notice includes a description of the review and selection process in Section V., below. In addition, the following information pertaining to this competition will be published on the CNCS website at (<http://nationalservice.gov/about/open/grants.asp>), within a period not to exceed 90 business days after the grant is awarded and the cooperative agreement is signed:

- List of all compliant applications submitted.
- Executive summaries of all compliant applications prepared by the applicants as part of the application.
- Copy of the SF424 and Program Narrative for the successful application.

I. Funding Opportunity Description

What is the purpose of President's Volunteer Service Award's Program?

The purpose of the President's Volunteer Service Awards is to honor those individuals and groups that dedicate significant time in service to others and in so doing encourage others to serve, and therefore, ultimately increase the numbers of individuals and organizations effectively serving in communities.

What are the priorities for this funding?

The Corporation is committed to investing these resources to:

1. Build a new website to provide information about the PVSA, market the program and provide an e-commerce location for managing PVSA orders. In collaboration and consultation with the Corporation for National and Community Service, the successful organization will be expected to provide or acquire services to replace or effectively modernize the PVSA website (PresidentialServiceAwards.gov) and going forward, manage the required updates to keep it technologically and programmatically current and to ensure a design that is customer friendly and supports effective marketing of the program. The website should be nimble enough to accommodate special initiatives such as (but not limited to) the Drum Majors for Service, a

special recognition launched for the King Day of Service that utilizes the PVSA to honor individuals who are every day community heroes, regularly serving others and seeking no recognition.

2. Support costs associated with the start-up of the program, including procurement of initial inventory. The successful organization should purchase initial inventory for award packages in consultation with the Corporation to fill orders for the PVSA. Future orders should fund revolving inventory.

Note: The Corporation expects to provide start-up costs of up to \$150,000 to cover all or part of the development of a new or updated web and e-commerce site and for initial inventory of award packages in the first year of the agreement. Future years of the agreement must operate at no cost to the Corporation. The Corporation does not expect to invest additional resources in the program beyond the initial start-up costs up to \$150,000 unless it mandates significant substantive changes in the program.

II. Award Information

How much funding is available?

For fiscal year 2011, the Corporation has up to \$150,000 to award a new cooperative agreement to cover start-up costs.

What is the award amount?

The Corporation expects to make one award of up to \$150,000.

What is the award period?

The President's Volunteer Service Award program award period is for up to 6 years. However, seed funding is provided only in the first year for specifically mentioned items above and other items as approved by the Corporation up to \$150,000. The program must be self-supporting in year two and thereafter.

What is the type of Funding Instrument used for these grants?

The funding instrument is a cooperative agreement which provides for substantial involvement by the Corporation with the organization as it carries out approved activities. Since 2003, the PVSA program has distributed an average of 135,000 awards annually in approximately 6,000 orders. The Corporation seeks to substantially grow the participation in the program as a means to encourage increased service and volunteering.

The assigned Corporation program officer will confer with the award recipient on a regular and frequent basis to develop and/or review service delivery and project status, including work plans, budgets, periodic reports, etc.

In particular, the Corporation anticipates having substantial involvement in:

- Reviewing the design and implementation of the website, including the e-commerce functionality;
- The development of marketing plans;

- The development of award targets, cost of award packets, and reporting against the targets;
- The development of tracking requirements and any best practices that can be gleaned; and
- Other appropriate activities as defined in collaboration with Corporation staff members.

The Corporation will also have substantial involvement with the PVSA administrator in the development of all aspects of the program.

III. Eligibility Information

Who is eligible for this funding?

This competition is open to all entities that meet the eligibility criteria as specified in this *Notice*. Prior receipt of Corporation or other Federal grant funding is not a prerequisite to applying under this *Notice*.

To be eligible for the President's Volunteer Service Award program award, applicants may be: Private firms, non-profit organizations, state and local government entities, institutions of higher education and Indian tribal organizations.

Any organization or entity must demonstrate the capability to administer, market, and publicize the program or the ability to acquire that expertise.

What are the matching requirements?

There are no matching requirements. However, applicants must demonstrate the ability to successfully operate the program without additional federal funds after the first year of operation.

IV. Application and Submission Instructions

When are applications due?

Applications are due no later than 5:00 p.m. EDT on Tuesday, August 23, 2011. Applications must arrive at the Corporation by the deadline in order to be considered.

Where can I request application information?

This *Notice* may be found on the Corporation's website:

http://www.nationalservice.gov/for_organizations/funding/nofa.asp or by contacting PVSA@cns.gov.

Do I need to submit a letter of intent to apply?

If you intend to apply, please send an email to: PVSA@cns.gov by August 5, 2011. Although submission of the notice of intent to apply is not mandatory, your email will help the Corporation plan more efficiently for the review of applications. In your email, please include the name of your organization, address, contact person, and phone number. Please also include **Intent to Apply** in the subject line.

What are the DUNS number and the CCR and are they required?

Applications must include a Dun and Bradstreet Data Universal Numbering System (DUNS) number and all applicants must be registered with the Central Contractor's Registry (CCR). The DUNS number does not replace an Employer Identification Number.

DUNS numbers may be obtained at no cost by calling the DUNS number request line at (866) 705-5711 or by applying online: <http://fedgov.dnb.com/webform>. The website indicates a 24-hour e-mail turnaround time on requests for DUNS numbers; however, we suggest registering at least 30 days in advance of the application due date.

Expedited DUNS numbers may be obtained by following instructions found here: <http://smallbusiness.dnb.com/establish-your-business/12334338-1.html>.

CCR is the primary registrant database for the U.S. Federal Government. CCR collects, validates, stores, and disseminates data in support of Federal agency contracts, grant awards, cooperative agreements, and other forms of federal assistance. All grant recipients are required to maintain a valid registration, which must be renewed annually.

We urge applicants that are not already registered with the CCR to begin the registration process immediately in order to avoid any delays in submitting applications. Applicants must have a DUNS number in order to register with the CCR. It typically takes 3 to 5 days to finalize CCR registration. To register online go to www.bpn.gov/CCR.

How do I submit an application?

The Corporation requires that all applicants submit their applications electronically utilizing the Corporation's web-based application system, eGrants. Applications must arrive at CNCS by Tuesday, August 23, 2011 at 5:00 p.m. Eastern Daylight Time in order to be considered. CNCS reserves the right to extend the submission deadline. Any notice of such extended deadline will be posted in eGrants.

We recommend that applicants create an eGrants account and begin the application at least three weeks before the deadline. Applicants should draft the application as a word processing document, then copy and paste the document into eGrants no later than ten days before the deadline.

Contact the National Service Hotline at 800-942-2677 or <https://questions.nationalservice.gov/app/ask> if a problem arises while creating an account, preparing, or submitting an application. Be prepared to provide the application ID, organization's name, and the NOFA to which you are applying. National Service Hotline hours are 8:00 a.m. to 8:00 p.m. Eastern Time, Monday through Friday.

If technical issues will prevent an applicant from submitting an application on time, please contact the National Service Hotline prior to the deadline to explain the technical issue and receive a ticket number. If the issue cannot be resolved by the deadline, the applicant must continue working with the National Service Hotline to submit via eGrants.

Late Applications

The Corporation may consider an application after the deadline, but only if the applicant submits a letter explaining the extenuating circumstance which caused the delay. The letter must be sent

to LateApplications@cns.gov within the 24-hour period following the deadline. Late applications are evaluated on a case-by-case basis. No rights attach to a late-filing applicant, and acceptance of the application and consideration is completely discretionary by the Corporation.

If extenuating circumstances make the use of eGrants impossible, applicants may send a hard copy of the application to the address below in Section VIII of this *Notice*, **Agency Contact** (below), via overnight carrier. Please use a non-U.S. Postal Service carrier because of security-related delays in receiving mail from the U.S. Postal Service. All deadlines and requirements in this Notice apply to hard copy applications. Hard copy applications must include a cover letter detailing the circumstances that make it impossible to submit via e-Grants.

Do not submit supplementary material such as videos, brochures, letters of support, or any items not requested in this *Notice*. CNCS will not review or return them.

How is an application created in eGrants?

If you need help establishing a new organization account in eGrants, or a new user account for an existing organization account, please refer to the National Service Hotline at 800-942-2677 or <https://questions.nationalservice.gov/app/ask>.

After you create your eGrants account, begin by selecting “New” under the *Creating an Application* heading on your Home Page. Select “Other” as the *Program Area* and click “Go”. You will then be asked to *select a NOFA*. Choose: **President’s Volunteer Service Award Program FY2011**. Once you create an application, you will be allowed to edit as needed up until the time you submit.

When re-entering eGrants do not use the *New* button again as this will start a brand new application. Once you have initiated an application, it will be listed in the View My Grants/Applications section of the homepage under the status: *Grantee Edit of Application or Report*. If you exit and then return to eGrants and wish to continue entering or editing your application, please open your saved version by selecting *View My Grants/Applications* in the status *Grantee Edit of Application or Report*.

What must be included in an application?

This *Notice* contains all application instructions and is available at http://www.nationalservice.gov/for_organizations/funding/nofa.asp

Application Instructions are approved under OMB Control# 3045-0129, Expiration Date 11/30/2011. They are formatted to correspond to fields in eGrants and clarified through this *Notice*.

The application must provide a well-designed plan with a clear and compelling justification for awarding the requested funds and administering the program. The narrative must cover the program operations for the first-year grant period, as well as information on how the applicant will operate the program without additional federal investment in succeeding years. In evaluating your application, reviewers will assess the narrative on the basis of your program design, organizational capacity, and budget adequacy/cost effectiveness.

The applicant should also address how it will track and report awards given for service activities in the Corporation’s priority areas, which are:

Education

Provide services that help children and youth achieve success in school and increase high school graduation rates.

Healthy Futures

Provide services such as access to health care, disease prevention and health promotion initiatives, and health literacy.

Environmental Stewardship

Provide energy-efficiency and other environmental conservation or restoration services within communities.

Veterans and Military Families

Provide services to veterans, members of the Armed Forces who are on active duty, and family members of deployed military personnel and/or engage veterans in service.

Economic Opportunity

Provide services relating to economic opportunity for economically disadvantaged individuals within communities including financial literacy, housing assistance, job training, and nutritional assistance.

Disaster Services

Build the capacity of national service network organizations to help their states and localities prepare, respond, recover and mitigate disasters and increase community resiliency.

Tracking awards distributed to designated issue areas is a program enhancement from current operations.

Please note that character limits include spaces. When drafting narrative responses, we recommend using word processing software that will check spelling and count characters. Use only uppercase letters for all section headings and other information you would like to highlight in your narrative. Bold face, bullets, underlines, or other types of formatting, charts, diagrams, and tables will not copy into eGrants.

The completed application will consist of the following components, described in detail below:

1. **Standard Form 424** (SF-424) Facesheet
2. **Executive Summary** (maximum length, 2,000 characters)
3. **Narratives** (maximum length – 25,000 characters)
 - a. Program Design
 - b. Organizational Capacity
 - c. Cost Effectiveness/Budget Adequacy
4. **Standard Form 424A Budget**
5. **Authorization, Assurances, and Certifications**
6. **Survey on Ensuring Equal Opportunity** (*Optional*)

1. Standard Form 424 Facesheet

The Standard Form-424 Facesheet is required for applications submitted for federal assistance. The SF-424 contents are duplicated in eGrants, although the format is different.

Please note that the SF-424 is automatically generated by completing the data elements in the eGrants system. When completing the application in eGrants, many of the fields will be populated with information entered during the organization's registration process.

Applicant Info

Please note that the *Authorized Representative* name is blank. You cannot select a name for this field. Instead, the Authorized Representative will need to have his/her own account to click on the Assurances and Certifications at the end of the application in eGrants and found in Attachment A if hard copy is needed. An Authorized Representative is the person in your organization authorized to accept and commit funds on behalf of the organization. A copy of the governing body's authorization for this official representative to sign must be on file in the applicant's office.

Under *Project Information* select, "Enter New" and choose a title for the proposed project. It is possible to enter another address for the project, which may or not be the same as that of the Legal Applicant.

To select an individual as the *Project Director*, choose a name from the pull-down menu or add a new contact.

Application Info

Enter the dates for the *proposed project start and end* dates. Your project period is up to six years and cannot begin before the award date.

Intergovernmental Review of Federal Programs: This program is NOT subject to Executive Order 12372.

Delinquent on any federal debt: Check the appropriate box. This question applies to the applicant organization, not the person who signs as the authorized representative. Categories of debt include delinquent audit allowances, loans, and taxes. If Yes, type your explanation in the text box provided.

State Application Identifier: Enter N/A.

Note: Falsification or concealment of a material fact or submission of false, fictitious, or fraudulent statements or representations to any department or agency of the United States Government may result in a fine or imprisonment for not more than five (5) years, or both. (18 USC § 1001)

2. Executive Summary

The Executive Summary may not exceed 4,500 characters or approximately 2.25 pages, including spaces and punctuation, and should be completed using the following guide.

Title:

For the title of your Executive Summary, use the name of the sole or lead organization (if coming in as a collaborative)

Summary information:

Briefly summarize your proposed program and provide the following information on separate lines:

- Name and location of sole or lead organization
- Names and locations of any additional organizations that are a part of your collaboration (if applicable), listing their core competency(ies). This would apply if the applicant plans to procure services to operationalize and administer the program.
- A brief summary of your program proposal including your overall business objective(s) and key methodologies or strategies you are proposing to use to accomplish your objective(s)
- The marketing plan you propose to implement;
- The minimum and maximum number of awards distributed through your proposed plan.
- Identify the grant amount you are requesting (up to \$150,000) in the first year.

Executive Summaries of all compliant applications will be published on the CNCS website after grants are awarded.

3. Narrative Section

(Maximum character limit: 25,000 characters or approximately 12 double-spaced pages, 12-point font)

We recommend that you review the elements of successful programs described in Section V. as you draft your responses.

a. Program Design

The Program Design must include the following:

- Description of your process and timeline for the design and development of a new website including e-commerce. If you are contracting those services, please also describe your process for determining that vendor.
- Your business plan for marketing and administering the program. This should include your plan to market and publicize the program as well as details about overall staffing and operations. Your plan should demonstrate you have the knowledge and ability to market the PVSA in a way that is respectful of a presidential award, is culturally competent, reinforces good volunteer management practices, and reflects the values of the promoting effective service. Your marketing plan could include additional products beyond the current PVSA packages which can be found at PresidentialServiceAwards.gov. The marketing plan should also include specific attention to marketing the PVSA to underserved communities.
- You plan for tracking and reporting information on the numbers of awards, categories or awards, and other similar information that can be determined through the e-commerce portion of the website. This information should include reporting on the Corporation's national priorities areas of **Education, Healthy Futures, Environmental Stewardship, Veterans and Military Families, Economic Opportunity**, and **Disaster Services** as defined earlier in Section III.
- An overall framework for the first year and subsequent years for delivering and expanding the program. This should include key dates and milestones necessary to operate the program at no cost to the Corporation.
- Your e-commerce life cycle from ordering to delivery, including the process for trouble shooting and remedy of complaints. This should include all timelines associated with the ordering and customer service response including a complete description of the customer service cycle from intake to resolution of complaints. Your description should also

include how you will collect customer satisfaction data, the number of days for normal order processing, and the number of days for expedited processing;

- Description of how you will ensure the success and growth of the PVSA program. If you are applying as a collaborative of more than one organization, define the role that each organization will play in administering the various components of the program design.

b. Organizational Capacity

Describe your capacity to implement and manage the proposed program. Your description should address the following:

- Your experience in designing, implementing and overseeing this kind of program (or comparable work) and your past track record of results. Provide any data collected that documents your success.
- The level of experience and expertise of key staff responsible for program oversight and delivery. If you do not have internal expertise in certain areas, identify key partners or collaborators and their expertise.
- Identify your organization's net assets and what percentage of the budget would support this program.
- Provide an overview of your organization's relevant systems, structure, and staffing to support this program.
- Describe the demonstrated experience and infrastructure your organization has in managing grants (for the initial start-up investment).

c. Cost-Effectiveness and Budget Adequacy

Provide the following information on separate lines:

- Describe how the proposed program budget aligns with the program's stated goals and structure.
- Describe the business model necessary to operate the program at no additional cost to the Corporation.

4. Standard Form 424 Budget

The budget should describe the grant funds (both federal and non-federal) that may be used to effectively support activities described in the proposal narrative over the six year life of the agreement. Do not include unexplained amounts, amounts for miscellaneous or contingency costs, or unallowable expenses such as entertainment costs. Round all figures to the nearest dollar. Refer to the Federal Cost Principles at:

<http://www.whitehouse.gov/omb/circulars/index.html> for information on allowable costs in Federal grants.

We recommend you prepare your project budget off-line before entering it into eGrants. eGrants will create the budget and the budget narrative automatically from the detailed budget information you enter.

Budget Categories are:

- Project Personnel Expenses
- Personnel Fringe Benefits
- Travel

- Equipment
- Supplies
- Contractual and Consultant Services
- Training
- Evaluation
- Other Support Costs
- Indirect Costs

5. Authorization, Assurances, and Certifications

eGrants requires that you review and verify your entire application before submitting, by completing the following sections in eGrants:

- Review
- Authorize
- Assurances
- Certifications
- Verify
- Submit

Read the Authorization, Assurances, and Certifications carefully (Attachment A also found as part of the application in eGrants). The person who authorizes the application must be the applicant's Authorized Representative or his/her designee and must have an active eGrants account to sign these documents electronically. An Authorized Representative is the person in your organization authorized to accept and commit funds on behalf of the organization. A copy of the governing body's authorization for this official representative to sign must be on file in the applicant's office.

Be sure to check your entire application to make sure that there are no errors before submitting it. eGrants will also generate a list of errors if there are sections that need to be corrected prior to submission when you verify the application. If someone else is acting in the role of the applicant's Authorized Representative, that person must log into his/her eGrants account to proceed with Authorize and Submit. After signing off on the Authorization, Assurances, and Certifications, his/her name will override any previous signatory and show on the application as the Authorized Representative.

Note: Everyone within your organization who will be entering information in the application at any point during application preparation and submission in the eGrants system must have their own eGrants account. Individuals may establish an eGrants account by accessing this link: <https://egrants.cns.gov/espan/main/login.jsp> and selecting "Don't have an eGrants account? Create an account."

6. Equal Opportunity Survey

Applicants are asked to complete the Survey on Ensuring Equal Opportunity for Applicants. The survey can be found at: http://www.nationalservice.gov/for_organizations/funding/nofa.asp. Submission of the survey is not required.

7. What other terms, definitions, or information are important to know in order to successfully complete the application?

The applicant should demonstrate that they understand and can implement a successful marketing campaign to organizations and entities of all sizes in all geographic locations. To successfully grow the distribution of the PVSA, an organization will need to demonstrate their knowledge of organizations and entities that engage volunteers. The applicant should demonstrate an understanding of how to market the program and its benefits to those organization or demonstrate their ability to identify and engage other entities in this work.

Applicants should address their plans to regularly assess their performance and refine business practices as necessary to successfully implement the program.

Organizations should address any qualification or prior experience that uniquely prepares them to successfully implement the PVSA program.

Other Submission Requirements: Corporation program officers may call applicants to seek clarification, resolve questions and other issues negotiate performance measures, and request revised budgets as part of the pre-award review process. Failure to respond to requests for information in a timely fashion will result in the removal of applications from consideration. Applicants should be prepared to provide documentation of partnerships or business relationships.

Is this funding opportunity subject to intergovernmental review?

Applicants under this program are not subject to Executive Order 12372 “Intergovernmental Review of Federal Programs”.

What controls will be placed on use of the federal assistance, if awarded?

Grants and cooperative agreements awarded under this program are subject to the applicable OMB Circulars. See www.whitehouse.gov/OMB/circulars for further information on the Circular(s) that apply to your organization. Because this will be awarded under grant and cooperative agreement guidelines, any for-profit entities awarded funds under this program will be subject to the OMB Circulars applicable to non-profit organizations. Also, awards will be subject to the law(s) under which the award is made (e.g., Serve America Act), as well as specific terms and conditions established in a cooperative agreement or defined in Provisions or Special Conditions attached to an award. Applicants will have an opportunity to negotiate conditions prior to acceptance of an award, if necessary.

V. Application Review Information

What is the selection process and criteria for these grants?

In evaluating applications for funding, reviewers will assess program design, organizational capacity, and cost-effectiveness and budget adequacy. The weights assigned to each category are listed in the chart below. Reviewers will assess application narratives against these criteria and the extent to which the applicant responds to the questions in this *Notice*. Please read this guidance carefully to ensure that you are fully and appropriately responding to the information requested in the application.

Basic Selection Criteria: Categories and Respective Weights

Category	Percentage
Program Design	35%
Organizational Capability	45%
Cost-Effectiveness and Budget Adequacy	20%

Program Design (35%)

Program designs may vary, but all programs must involve, and will be evaluated in relation to, the following indicators:

Eligibility criteria related to Program Design

1. **Status of the organization as described in Section III.**
Does the organization fit the required definition?
2. **Definition of the applicant's defined geographic service area as defined in Section III.**
Does the applicant describe how it will market the program nationally in all geographic regions and to all types and sizes of organizations?

The Corporation will consider the quality of the proposed program design based upon:

1. **The soundness, relevance, and innovation of the applicant's business plan** including goals, tasks, and reasonable timeline to successfully implement market and administer the program. Do the proposed activities make sense and is the program designed so that progress and business practices can be measured at defined intervals?
2. **The proposed numerical targets for awards and the soundness of the plan to achieve those numbers.** This includes an assessment of reasonable but ambitious programmatic growth and soundness of plan to achieve them as well as regular reporting.
3. **Description of customer service activities.** Does the applicant propose an approach to customer service that promotes confidence in the program and continuity of service?

Organizational Capability (45%)

Eligibility Criteria related to Organizational Capability:

1. **Demonstrates a strong track record of program administration, business requirements and marketing to meet organizational goals.** Does the applicant describe how it has have worked with similar kinds of initiatives or programs in the past? Has the applicant described specific examples of strategies it has used that have resulted in successful operations and growth? Does it demonstrate expertise or awareness of available resources it can use in identifying key stakeholders to participate in the program? Does it convey a thorough understanding of the best practices of effective e-commerce?

The Corporation will consider the organizational capability of the applicant based on the following criteria related to characteristics of effective business and marketing practices:

1. **Aligns with potential clients.** The organization demonstrates the knowledge and ability to market the PVSA in a way that is respectful of a presidential award, is culturally competent, reinforces good volunteer management practices, and reflects the values of the promoting effective service.
2. **Offers a variety of products relevant to customers.** The organization may offer an array of products for a range of local organizations beyond the PVSA packages. The products should be part of the overall strategy to increase volunteer engagement through the effective marketing of the PVSA and meet criteria 1. above. The organization is able to identify its best practices, the conditions that led to success, and be able to package its services for successful implementation and growth of the program
3. **Commitment for the long haul.** The organization understands that this agreement is for up to six years and should be committed to administering the program at no cost to the Corporation after the first year. It is committed to its mission and to the services it provides to its customers. It employs strategic processes that involve long-term planning, customer support, and monitoring against goals to ensure the impact and growth of the program. The organization employs a staff with the capacity to achieve the organization's long-term goals.
4. **Capacity to attract high quality staff.** The organization attracts high-quality staff with the business skills necessary to implement and grow the program. The organization ensures that staff members are equipped with the knowledge and support they need to succeed. The organization also takes initiative to identify areas in which it lacks internal capacity and to secure outside resources of high quality to support it.
5. **Focuses on outcomes.** The organization is not content with only operating at no cost to the Corporation, but rather on increasing the participation in the program. This may require that it collaborates with local partner organizations to ensure growth and success.
6. **Maintenance of standards.** The organization knows that it will be evaluated for fiscal and organizational performance, including the proper use of any public funds. The organization creates and adheres to organizational and fiscal plans, and it maintains excellent records.
 - a. The organization uses a budget and financial tracking system to allocate all expenses.
 - b. The organization has a record of securing and properly managing public and private grants.
 - c. The organization knows that it is administering a program that reflects upon the President of the United States and is committed to proper administration and customer service
 - d. The organization complies with laws regulating the public funding of religious organizations, and ensures that public funds are only used for non-religious activities.

7. **Ability to sustain new initiatives or business.** The organization has a track record of starting new initiatives or business and maintaining them beyond the period of initial funding. It develops realistic plans to sustain new initiatives or business and uses various funding methods to support those endeavors. The organization possesses the creative vision and entrepreneurship to launch, manage, and if necessary, fund new initiatives or business.
 - a. The organization has a track record of both attracting and maintaining new initiatives or business.
 - b. The organization develops sustainability plans for new initiatives or business.
 - c. The organization can draw from diverse revenue sources to maintain an initiative or business.
 - d. The organization demonstrates an understanding of operating the PVSA program at no additional cost to the Corporation.
8. **Productive partnerships.** The organization has a track record and culture of collaboration and partnership. It understands that this program will be administered in cooperation with the Corporation. It also understands that productive relationships with customers of the PVSA are necessary to grow and sustain the program.
9. **Fundraising.** The organization has a track record of raising funds to support operations if necessary.

Cost Effectiveness/ Budget Adequacy (20%)

In evaluating the cost-effectiveness and budget adequacy of your proposed program, the Corporation will consider:

1. **Evidence of a sound business plan and corresponding budget to operate the program at no cost to the Corporation after the first year.** Describe the cash on hand and any proposed source(s) for additional dollars required to administer the program. (As noted previously, applicants must demonstrate the ability to meet the requirement to fund this program at no cost to the Corporation after an initial investment of up to \$150,000 as a part of applicant clarification, which will occur after the application deadline but before the end of the first week of September.)
2. **Adequacy of budget to support the proposed program.** Are the costs associated with the various activities of the budget sufficient and appropriate? Did the applicant account for all of the costs?
3. **Evidence of cost-effectiveness.** Is the applicant leveraging partnerships and other access to free or reduced cost-resources? Is the number of recipients the applicant proposes to serve appropriate to the level of investment of resources?

What is the purpose of the review and selection process?

Specifically, the review and selection process is designed to:

- Give every eligible application full and fair consideration
- Select a high-quality, organization to administer the PVSA program

What additional considerations will CNCS take into account during the review process?

- The minimum and maximum numbers of awards proposed to be distributed by the applicant as part of their business plan.
- The degree to which the proposed marketing activities will engage a wide number of organizations to achieve geographic and organizational diversity or participants in the program.
- The quality of the proposed customer service.
- For past and existing grantees, past grant performance will be taken into consideration in making funding decisions.
- Funding priorities mentioned in this *Notice*

What are the stages in the review and selection process?

1. Compliance Review

CNCS staff will review all applications to determine compliance with eligibility, deadline, and completeness requirements. Applications that are submitted by eligible organizations, submitted by the deadline, and that are complete, will advance to Internal Review.

2. Internal Review

CNCS staff will assess applications based on the published selection criteria. Following staff assessment, some applicants will receive requests to provide clarifying information. Clarification information is used by CNCS staff in making final recommendations. A request for clarification does not guarantee a grant award. Clarification will likely take place around August 31 – September 7. Applicants should plan on being available to respond to clarification questions. Failure to respond to requests for information in a timely fashion will result in the removal of applications from consideration.

CNCS staff will then determine which applications to recommend for selection based on the results of Internal Review and Clarification; and the priorities, balancing characteristics, additional considerations, and strategic characteristics listed above.

3. Selection

The Chief Executive Officer will select the final grantee based on staff recommendation, and considering the overall quality, priorities, and any additional considerations as listed above.

Note: *CNCS reserves the right to change the review model depending on the number of application received and other unanticipated factors.*

What feedback will applicants receive?

Following grant awards, each applicant will receive the results of the review pertaining to their application.

VI. Award Administration Information

When will agreements be awarded?

The Corporation will award a grant following the selection announcement. We anticipate announcing the results of this competition by the middle of September, 2011 and award the grant before the end of September. **The project start date may not occur prior to award date.** The government is not obligated to make any award as a result of this *Notice*.

What documents govern the cooperative agreement?

Cooperative agreements are incorporated in the Notice of Grant Award (NGA). The NGA incorporates the approved application as part of a binding commitment under the award. The Notice of Grant Award (NGA) will be subject to and incorporate the requirements of section 198k of the National and Community Service Act of 1990, as well as other applicable sections of the Act. The NGA will also incorporate the approved application and budget as part of the binding commitments under any award. Awardees will be subject to the items below, as applicable. For-profit organizations are subject to the requirements for non-profits.

- 2 CFR Part 175—Award term for trafficking in persons
- 2 CFR Parts 180 and 2200—Nonprocurement Debarment and Suspension
- 2 CFR Part 215 and 45 CFR Part 2543—Uniform Administrative Requirements for Grants and Agreements with Institutions of Higher Education, Hospitals, and Other Non-Profit Organizations (OMB Circular A-110)
- CFR Part 220—Cost Principles for Educational Institutions (OMB Circular A-21)
- CFR Part 230—Cost Principles for Non-Profit Organizations (OMB Circular A-122)
- 2 CFR Parts 182, 2245—Government-wide Requirements For Drug-Free Workplace (Financial Assistance)
- 45 CFR Part 2555—Nondiscrimination On The Basis Of Sex In Education Programs Or Activities Receiving Federal Financial Assistance
- The Single Audit Act (31 U.S.C. Chapter 75) and OMB Circular A-133, Audits of States, Local Governments, and Non-Profit Organizations (Available at: <http://www.whitehouse.gov/omb/assets/omb/circulars/a133/a133.pdf>)

Can my organization benefit from materials produced as a result of this award?

Our preference is to leverage existing materials rather than invest substantially in the development of new materials under this award. If, however, any original materials are produced and distributed with Corporation funding they must be made available to the public and readily accessible through the Corporation's PVSA website and web-based Resource Center if applicable. The Corporation reserves a royalty-free, nonexclusive, and irrevocable right to obtain, use, modify, reproduce, publish, or disseminate publications and materials produced under the award, including data, and to authorize others to do so.

What are the requirements for access for persons with disabilities?

All grant recipients shall ensure that marketing activities and online environments are accessible to persons with disabilities, as required by law.

- Notify potential participants that reasonable accommodations will be provided upon request.
- Provide sign language interpreters, special assistance, and documents in alternate formats.
- Use accessible locations for training events.

- Use accessible technology, captioning videos. Avoid non-voice-over formats and, when indicating a telephone number, include a non-voice telephone alternative such as TTY or e-mail.
- Provide materials that are accessible to persons with disabilities, and incorporate into all activities planning for needs of clients without Internet access, by using accessible technology, providing materials in alternate formats upon request.

What requirements are there of grantees?

The award recipient must:

- Submit copies of all materials used to promote the program for review and approval and, if applicable, to the Resource Center, the Corporation's knowledge management provider, for web-posting;
- As directed, use the Corporation's brand and provide graphic templates of materials produced and/or reproduced and distributed under this grant;
- Participate in, organize, or facilitate appropriate training on the use of the PVSA in volunteer management. Establish and disseminate best practices on the use of the PVSA.
- In accordance with the terms of the Cooperative Agreement substantially involve the Corporation's assigned Program Officer in the management of the project through joint work and budget planning, materials development and all other aspects of the program.

What are the reporting requirements for these agreements?

Federal Funding Accountability and Transparency Act: If you receive an award, you will be required to report at www.FSRS.gov on all subawards over \$25,000 and may be required to report on executive compensation for your organization and for your subgrantees. You must have the necessary systems in place to collect and report this information. See 2 C.F.R. Part 170 for more information and to determine how these requirements apply.

Semi-annual financial and narrative progress reports are submitted through the Corporation's web-based grants management system, eGrants, no later than 30 days after the close of each reporting period. The reports will include:

- Federal Financial Report (FFR).
- Program Progress Report. Submission of data of outputs related to the types and quantity of organizations participating in the program and the numbers and types of awards. Narrative discussion of the activities during the period and any analysis of differences between budgeted and actual activities and costs, including differences in projected numbers or awards distributed and actual distribution.

Special reports as may be reasonably requested by the assigned Program Officer.

VII. Performance Measures

Are performance measures required for the PVSA? What are they?

Yes. The Corporation is committed to the timely measuring of results that can be attributed to its financial investment in the PVSA and as a presidential awards program. The grantee will be required to regularly report on improvements/progress of the program throughout the grant

period (see Section VI for reporting requirements). Specific performance measures will be required for this agreement, but will be negotiated during the clarification and awards process. They will include at a minimum:

- Indicators of customer service measured against established tolerances,
- Comparison of numbers of organizations participating against established targets,
- Comparison of numbers of awards distributed against established targets, and
- Indicators that the organization is preparing to administer the program without federal funds after the first year.

As a part of the semi-annual progress report, the grantee will be required to report on the numbers of awards and organizations that:

1. Have ordered awards as well as the issue areas for which the awards are given.
2. Have registered to give awards

In addition, the grantee may report any documented progress on key indicators of their choosing.

VIII. Agency Contact

This *Notice* is available at http://www.nationalservice.gov/for_organizations/funding/nofa.asp. The TTY number is 202–606-3472. For further information or for a printed copy of this *Notice*, send an email to PVSA@cns.gov with your specific question(s) or request(s).

For technical questions and problems with the eGrants system, call 800-942-2677 or use the following link: <https://questions.nationalservice.gov/app/ask>

Be prepared to provide the application ID, organization's name, and the NOFA to which you are applying. National Service Hotline hours are 8:00 a.m. to 8:00 p.m. Eastern Daylight Time Monday through Friday.

The Corporation's mail address is:

Corporation for National and Community Service
ATTN: Office of Grants Policy & Operations
President's Volunteer Service Award Program
1201 New York Avenue NW
Washington, DC 20525

IX. Training and Technical Assistance

Will the Corporation provide technical assistance with the application?

The Corporation will host one technical assistance call to answer questions from potential applicants about this funding opportunity, including submitting the application through eGrants, the Corporation's web-based application system. Applicants are strongly encouraged to participate in the call. The call will be held July 28, 2011 at 3:00 p.m. Eastern Daylight Time. Call-in information for this technical assistance call will be made available on the Corporation's web site http://www.nationalservice.gov/for_organizations/funding/nofa.asp and below. The calls will be recorded and posted to the website. Frequently Asked Questions (FAQ), with answers, will be posted at this same website during the period prior to the proposal due date.

Technical Assistance Conference Call information:

Thursday, July 28, 2011
3:00 PM, EDT
Phone: 888-673-9808
Participant pass code: 4839781

Replays are generally available one hour after completion of call
Replay phone: 888-566-0473
Replay end date: August 28, 2011

ATTACHMENT A

ASSURANCES

As the duly authorized representative of the applicant, I certify, to the best of my knowledge and belief, that the applicant:

- Has the legal authority to apply for federal assistance, and the institutional, managerial, and financial capability (including funds sufficient to pay the non-federal share of project costs) to ensure proper planning, management, and completion of the project described in this application.
- Will give the awarding agency, the Comptroller General of the United States, and if appropriate, the state, through any authorized representative, access to and the right to examine all records, books, papers, or documents related to the award; and will establish a proper accounting system in accordance with generally accepted accounting standards or agency directives.
- Will establish safeguards to prohibit employees from using their position for a purpose that constitutes or presents the appearance of personal or organizational conflict of interest, or personal gain.
- Will initiate and complete the work within the applicable time frame after receipt of approval of the awarding agency.
- Will comply with the Intergovernmental Personnel Act of 1970 (42 U.S.C. 4728-4763) relating to prescribed standards for merit systems for programs funded under one of the nineteen statutes or regulations specified in Appendix A of OPM's Standards for a Merit System of Personnel Administration (5 CFR 900, Subpart F).
- Will comply with all federal statutes relating to nondiscrimination. These include but are not limited to: Title VI of the Civil Rights Act of 1964 (P.L. 88-352) which prohibits discrimination on the basis of race, color, or national origin; (b) Title IX of the Education Amendments of 1972, as amended (20 U.S.C. 1681-1683, and 1685-1686). which prohibits discrimination on the basis of sex; (c) Section 504 of the Rehabilitation Act of 1973, as amended (29 U.S.C. 794), which prohibits discrimination on the basis of disability (d) The Age Discrimination Act of 1975, as amended (42 U.S.C. 6101-6107), which prohibits discrimination on the basis of age; (e) The Drug Abuse Office and Treatment Act of 1972 (P.L. 92-255), as amended, relating to nondiscrimination on the basis of drug abuse; (f) The Comprehensive Alcohol Abuse and Alcoholism Prevention, Treatment and Rehabilitation Act of 1970 (P.L. 91-616), as amended, relating to nondiscrimination on the basis of alcohol abuse or alcoholism; (g) sections 523 and 527 of the Public Health Service Act of 1912 (42 U.S.C. 290dd-3 and 290ee-3), as amended, relating to confidentiality of alcohol and drug abuse patient records; (h) Title VIII of the Civil Rights Act of 1968 (42 U.S.C. 3601 et seq.), as amended, relating to nondiscrimination in the sale, rental or financing of housing; (i) any other nondiscrimination provisions in the National and Community Service Act of 1990, as

amended; and (j) the requirements of any other nondiscrimination statute(s) which may apply to the application.

- Will comply, or has already complied, with the requirements of Titles II and III of the Uniform Relocation Assistance and Real Property Acquisition Policies Act of 1970 (P.L. 91-646) which provide for fair and equitable treatment of persons displaced or whose property is acquired as a result of federal or federally assisted programs. These requirements apply to all interests in real property acquired for project purposes regardless of federal participation in purchases.
- Will comply with the provisions of the Hatch Act (5 U.S.C. 1501-1508 and 7324-7328) which limit the political activities of employees whose principal employment activities are funded in whole or in part with Federal funds.
- Will comply, as applicable, with the provisions of the Davis-Bacon Act (40 U.S.C. 276a and 276a-77), the Copeland Act (40 U.S.C. 276c and 18 U.S.C. 874), and the Contract Work Hours and Safety Standards Act (40 U.S.C. 327-333), regarding labor standards for Federally assisted construction sub-agreements.
- Will comply, if applicable, with flood insurance purchase requirements of Section 102(a) of the Flood Disaster Protection Act of 1973 (P.L. 93-234) which requires the recipients in a special flood hazard area to participate in the program and to purchase flood insurance if the total cost of insurable construction and acquisition is \$10,000 or more.
- Will comply with environmental standards which may be prescribed pursuant to the following: (a) institution of environmental quality control measures under the National Environmental Policy Act of 1969 (P.L. 91-190) and Executive Order (EO) 11514; (b) notification of violating facilities pursuant to EO 11738; (c) protection of wetlands pursuant to EO 11990; (d) evaluation of flood hazards in floodplains in accordance with EO 11988; (e) assurance of project consistency with the approved state management program developed under the Coastal Zone Management Act of 1972 (16 U.S.C. 1451 et seq.); (f) conformity of federal actions to State (Clean Air) Implementation Plans under Section 176(c) of the Clean Air Act of 1955, as amended (42 U.S.C. 7401 et seq.); (g) protection of underground sources of drinking water under the Safe Drinking Water Act of 1974, as amended (P.L. 93-523); and (h) protection of endangered species under the Endangered Species Act of 1973, as amended (P.L. 93-205).
- Will comply with the Wild and Scenic Rivers Act of 1968 (16 U.S.C. 1271 et seq.) related to protecting components or potential components of the national wild and scenic rivers system.
- Will assist the awarding agency in assuring compliance with Section 106 of the National Historic Preservation Act of 1966, as amended (16 U.S.C. 470), EO 11593 (identification and protection of historic properties), and the Archaeological and Historic Preservation Act of 1974 (16 U.S.C. 469a-1 et seq.).
- Will comply with P.L. 93-348 regarding the protection of human subjects involved in research, development, and related activities supported by this award of assistance.

- Will comply with the Laboratory Animal Welfare Act of 1966 (P.L. 89-544, as amended, 7 U.S.C. 2131 et seq.) pertaining to the care, handling, and treatment of warm blooded animals held for research, teaching, or other activities supported by this award of assistance.
- Will comply with the Lead-Based Paint Poisoning Prevention Act (42 U.S.C. §§ 4801 et seq.) which prohibits the use of lead based paint in construction or rehabilitation of residence structures.
- Will cause to be performed the required financial and compliance audits in accordance with the Single Audit Act of 1984, as amended, and OMB Circular A-133, Audits of States, Local Governments, and Non-Profit Organizations.
- Will comply with all of the requirements of Subpart C of 2 CFR Parts 180, 2200 , implementing E.O. 12549, regarding restrictions on doing business with suspended, debarred and otherwise disqualified entities
- Will comply with all of the requirements for providing a drug-free workplace on a continuing basis as set out in Subpart B of 2 CFR Parts 182, 2245, implementing sec.5151 – 5160 of the Drug-Free Workplace Act of 1988 (P.L. 100-690).
- Will comply with all applicable requirements of all other Federal laws, executive orders, regulations, application guidelines, and policies governing this program.

CERTIFICATION

Lobbying (Activities)

As required by Section 1352, Title 31 of the U.S. Code, as the duly authorized representative of the applicant, I certify, to the best of my knowledge and belief, that:

- (a) No federal appropriated funds have been paid or will be paid, by or on behalf of the undersigned, to any person for influencing or attempting to influence an officer or employee of any agency, a member of Congress, an officer of Congress in connection with the making of any federal grant, the entering into of any cooperative agreement, and the extension, renewal, amendment or modification of any federal grant, or cooperative agreement;
- (b) If any funds other than federal appropriated funds have been paid or will be paid to any person for influencing or attempting to influence an officer or employee of any agency, a Member of Congress, an officer or employee of Congress, or an employee of a Member of Congress in connection with this Federal grant or cooperative agreement, the undersigned shall complete and submit Standard Form-LLL, "Disclosure Form to Report Lobbying," in accordance with its instructions;
- (c) The undersigned shall require that the language of this certification be included in the award documents for all tiers (including subawards, subgrants, contracts under grants and cooperative agreements) and that all subrecipients shall certify and disclose accordingly.